

# STUDENT CHAPTER

## Reference Manual

---

WHAT YOU  
NEED TO KNOW

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
STUDENTS



SPONSORED BY

**SHERWIN  
WILLIAMS®**

# GREETINGS!

Congratulations on your new role as an ASID student leader! We are so excited to welcome you to the team.

---

During your time on your chapter board, you will be met with challenges and lots of fun! This manual has been designed to help you navigate your time in office like a pro, and to become aware of all the tools and resources available to you.

We encourage you to work with the members of your board to create a collaborative environment. The success of your student chapter will not be based on the work of one person, but on the shared responsibilities assigned to an active and engaged leadership.

Feel empowered! Don't be afraid to be creative and step out of the box – you will grow from your successes and learn from your failures.

As always, know that your local professional chapter and ASID HQ are here to help you. We are happy to assist however we can.

Let's have an amazing year! We look forward to learning about all the fantastic ways you will contribute to the Society.

All the best,  
Your friends at ASID

# CONTENTS

## SECTION 1

### The Basics: What Exactly is a Student Chapter?

- Overview ..... 4
- Starting a Student Chapter ..... 7
- Advancing from Student to Allied Membership ..... 8

## SECTION 2

### The Players: Who's Who at ASID?

- Student Chapter ..... 10
- Professional Chapter ..... 11
- ASID Headquarters ..... 12
- Student Help Chart ..... 12

## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

- Important Things to Keep in Mind ..... 13
- Know Your Audience and Make a Road Map ..... 14
- Student Calendar ..... 15
- New Member Recruitment ..... 16
- How to Motivate Student Chapter Members ..... 17
- Student Chapter Elections ..... 18
- Student Chapter President Reports ..... 19
- Programming ..... 20
- Planning and Running an Event ..... 21
- Media, Communications, and Publicity ..... 22
- Budget and Finances ..... 23
- How to Run a Meeting ..... 24
- Transitioning to a New Board ..... 25

## SECTION 4

### Appendix: The Nitty Gritty

- Important Links & Resources ..... 26



# SECTION 1

## The Basics: What Exactly is a Student Chapter?

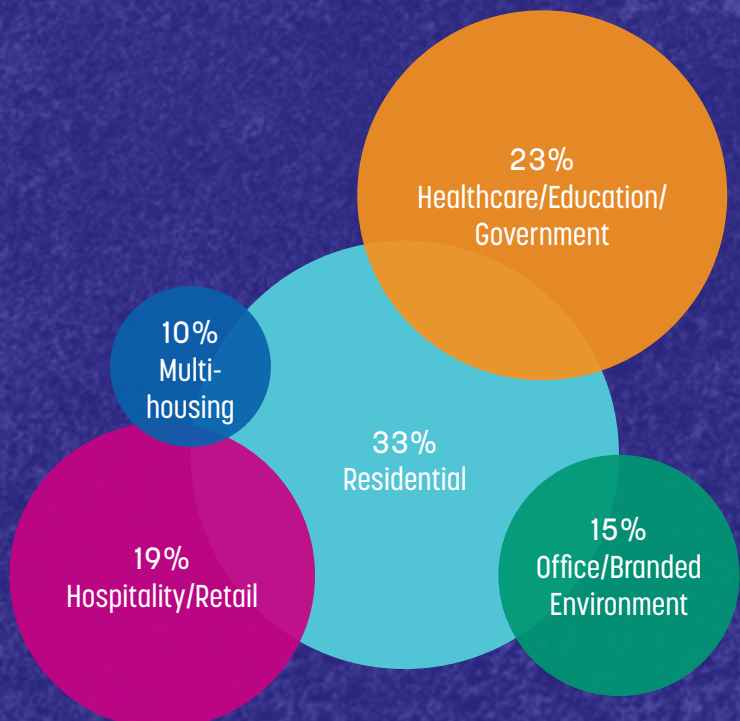
### OVERVIEW

ASID (always pronounced as A-S-I-D, not as a word) is a community of people committed to the profession of interior design. It's also the oldest and largest organization representing the interests of professional interior designers. ASID supports and represents the interior design industry through a myriad of design sectors.

Student members belong to three entities. Each one is part of a larger group.

**ASID STUDENT CHAPTER > LOCAL ASID PROFESSIONAL CHAPTER > ASID NATIONAL ORGANIZATION**

If a school does not have a student chapter, a student can still join ASID as a student member. The student member will belong to the local professional chapter and the ASID national organization.



**13,000**  
DESIGNERS



**6,500**  
INDUSTRY PARTNERS



**5,500**  
STUDENT MEMBERS

Nearly one in four of the Society's 24,000 members are students. The other 18,300 members are made up of practicing designers and Industry Partners (IPs) who sell goods and services to designers.

## SECTION 1

### The Basics: What Exactly is a Student Chapter?

#### WHO CAN JOIN?

You can join ASID as a student member if:

- You're actively enrolled as a student in a post-secondary program of interior design education being presented at any accredited university, college, or school of interior design
- Your program requires at least 40 semester hours or 60 quarter hours in interior design to graduate
- You're at any stage of the program — you're not required to have completed a certain number of classes to join ASID

**All students and officers must join ASID national in order to participate in the student chapter on campus.**

#### WHEN CAN I JOIN?

ASID accepts and processes applications year-round. Once your application is submitted, approved, and processed, your membership is valid until you graduate. We ask that you pay a one-time application fee for your entire college career (up to six years).

#### HOW DO I JOIN OR RENEW?

The easiest way to join or renew is online. Visit [asid.org/belong](https://asid.org/belong) to join or renew. Your membership record is tied to your email address. Keep that in mind if you are rejoining. You can always update your contact information once you've finished the application process. While you're waiting for your ID card in the mail, feel free to print a temporary membership card online. You'll be able to print out a membership ID card immediately.

#### HOW DO I ADVANCE ONCE I'VE GRADUATED?

Student members have a window of six months from their graduation date to advance at a discounted rate to Allied membership. ASID offers a heavily discounted membership over the first five years of [Allied membership](#). Review page 8 to learn more about Advance to Allied membership.

#### HOW MUCH DOES MEMBERSHIP COST?

Student membership costs \$85 and lasts until you graduate...provided that happens within six years.

## SECTION 1

### The Basics: What Exactly is a Student Chapter?

These fees are collected by ASID headquarters.

#### WHAT DO I GET FOR MY STUDENT MEMBERSHIP?

##### Here's what you get from the student chapter:

- On-campus seminars and lectures to supplement classroom learning and aid career development
- Off-campus tours and trips to vendors, museums, etc.
- Charity/volunteer opportunities such as working with Habitat for Humanity
- Networking with other students and local design professionals
- Social events
- Leadership opportunities and training

##### Here's what you may get from the professional chapter:

- A welcome-back mixer (every fall)
- Career Day (once a year in the fall, winter or spring)
- Graduating senior receptions (once a year in the late winter or early spring)
- Online and/or print newsletter
- Other learning/mentoring/networking opportunities such as tours, classes for Continuing Education Units (CEU), product showcases, volunteer activities, and social events
- Opportunities to participate in state legislative efforts
- Scholarships and competitions

##### Here's what you get from ASID headquarters:

- Student programming and career fairs at national ASID conferences and events. A series of regional events in cities around the country. Your city may host affordable one-day events several times a year, allowing members to get the programming they need without the travel and expense of a longer multi-day national conference.
- *i+D* magazine, covering design industry-related research, trends, and other topics.
- Electronic newsletters covering global industry news and ASID offerings for members.
- The ASID National Student Portfolio Competition, which challenges students to compete nationally for recognition, scholarships, and more. The competition is hosted on an online platform.
- The [Student Chapter Resources Section](#) containing news and leadership resources for chapters.
- [Online job bank](#).
- Online social networking communities.
- National scholarships from the ASID Foundation, up to \$150K annually.
- Free and reduced cost industry research.
- [ASID Virtual Internship](#).

It's important to note that a student is not recognized as an official ASID student member unless he or she has paid national for membership. **Only national members may use the [Student ASID appellation](#) after their name.** After your membership is processed, you should use the appellation Student ASID: "Jane Doe, Student ASID."

## SECTION 1

The Basics: What Exactly  
is a Student Chapter?

# STARTING A STUDENT CHAPTER

### HOW TO START A NEW CHAPTER ON CAMPUS:

- Make sure your interior design program is accredited by a recognized accreditation body such as the National Association of Schools of Art and Design (NASAD) and the Council for Interior Design Accreditation (CIDA) and requires at least 40 credit hours or 60 quarter hours in interior design-related courses.
- Gather at least 10 interested students to help build and manage the chapter. Each student must become an ASID student member in order to participate.
- Enlist a faculty advisor, ideally an ASID professional member, to help you get started.
- [Download and complete the student chapter application](#) and reach out to [students@asid.org](mailto:students@asid.org) with any questions.

**Read and follow the instructions in Section 3 of this manual.**

### HOW TO REVIVE AN INACTIVE CHAPTER:

- Enlist a faculty advisor, ideally an ASID professional member, to help you get started. It's okay if you can't find one. Faculty advisors are not required to be members of ASID.
- Gather at least three other students who are interested in, and committed to, reactivating the student chapter.

**Read and follow the instructions in Section 3 of this manual.**

➔ Visit [asid.org/belong/student/start-a-chapter](https://asid.org/belong/student/start-a-chapter) for a student chapter application and instructions on starting a new student chapter.

## SECTION 1

The Basics: What Exactly  
is a Student Chapter?

# ADVANCING FROM STUDENT TO ALLIED MEMBERSHIP

One of the Society's key goals is to promote advancement after graduation from student to allied membership, so that graduates immediately become active members of their local professional chapter.

By transitioning directly from student to allied membership, new graduates receive the following benefits:

- Savings of more than \$550 in dues and fees in just your first year.
- Immediate use of the coveted "Allied ASID" appellation. This identifies you as a practicing designer who is no longer a student.
- Uninterrupted subscriptions to ASID print and online publications.
- Access to ASID marketing tools, insurance plans, and other resources.
- Immediate access to all professional chapter programs and services.
- Use of the ASID Referral Service as a marketing tool.
- Refer to [asid.org/belong/advance-to-allied](https://www.asid.org/belong/advance-to-allied) a full list of member benefits.

You have twelve months after graduation to take advantage of the student advancement pricing.

Student chapters should distribute this information and applications to all graduating members, usually in early November and in April.

	STUDENT ADVANCEMENT ANNUAL DUES	JOINING AS A NEW MEMBER ANNUAL DUES	SAVINGS PER YEAR
YEAR 1	\$90	\$535	\$445
YEAR 2	\$160	\$535	\$375
YEAR 3	\$265	\$535	\$270
YEAR 4	\$350	\$535	\$185
YEAR 5	\$400	\$535	\$135
TOTAL SAVINGS OVER 5 YEARS			\$1,410



# SECTION 2

## The Players: Who's Who at Asid?

**There are key players in each of the three categories to which every student member belongs:**

### ➔ **STUDENT CHAPTER**

- Board of Directors
  - *President, president-elect, secretary, and treasurer*
- Committee Chairs
  - *Head chapter operations*
- Faculty Advisors
  - *Provide guidance to the board*

### ➔ **PROFESSIONAL CHAPTER**

- Professional Development Director
  - *Oversees student-related programs*
- Student Representative to the Board (SRB)
  - *The highest position a student member can hold, the SRB sits on the professional chapter board with voting rights, and represents students from all regional schools*
- Professional Student Chapter Liaisons
  - *Professional members assigned to each student chapter in the region (not all ASID professional chapters have one)*

### ➔ **ASID HEADQUARTERS**

- Headquarters Support Team
  - *Provides resources and tools for student chapter boards; manages national student programs*
  - *Supports student chapters and SRBs via programs and guidance*
  - *Supports emerging professionals in their first five years of practice through resources and networking*

## SECTION 2

The Players:  
Who's Who at ASID?

# STUDENT CHAPTER

## PRESIDENT

- Leads student chapter.
- Runs chapter meetings and events.
- Represents student members and communicates directly with the SRB, SAC, and ASID headquarters.
- Participates in the ASID leadership training program modules for student chapter presidents.
- Works with ASID headquarters to ensure all chapter members have paid membership dues.
- Delegates responsibilities to board members and committee chairs.
- Oversees strategic planning efforts and reports to the SRB and SAC.

## PRESIDENT-ELECT

- Supports and works closely with the president in all areas.
- Prepares for and becomes president the following year.
- Focuses on the chapter's internal and external communications.
- Participates in the ASID leadership training program modules for student chapter presidents.
- Participates in strategic planning.

## SECRETARY

- Keeps records of all meetings and events.
- Works with ASID headquarters to ensure all chapter members have paid membership dues.
- Coordinates meeting and event logistics.
- Participates in strategic planning.
- Submits newly elected officer names to headquarters each term.

## TREASURER

- Prepares the chapter budget and makes financial reports to members.
- Maintains accurate accounts of chapter events.
- Participates in strategic planning.

## FACULTY ADVISOR

- Selected by the student chapter board or by the school. He or she ideally should be an ASID member, but membership is not a requirement.
- Serves as an advisor to the student chapter board; does not run the chapter, supervise the board, or control chapter funds.
- Promotes student chapter activities to the faculty and administration.
- Suggests chapter programs by introducing industry professionals to the students and keeping students informed of industry trends and issues.
- Assists the board with strategic planning.
- Attends meetings/events and makes himself or herself accessible to the board.

## COMMITTEE CHAIRS

- Appointed by the board or elected by student members.
- Committees may include, but are not limited to: hospitality, programs, competitions, publicity, membership, fundraising, newsletter, and travel.
- Committees may be added or eliminated as the student chapter board sees fit.

## NEW POSITIONS

Be creative and design new positions that may benefit your chapter's success. For example, a lot of student chapters now have a social media director.

## SECTION 2

The Players:  
Who's Who at ASID?

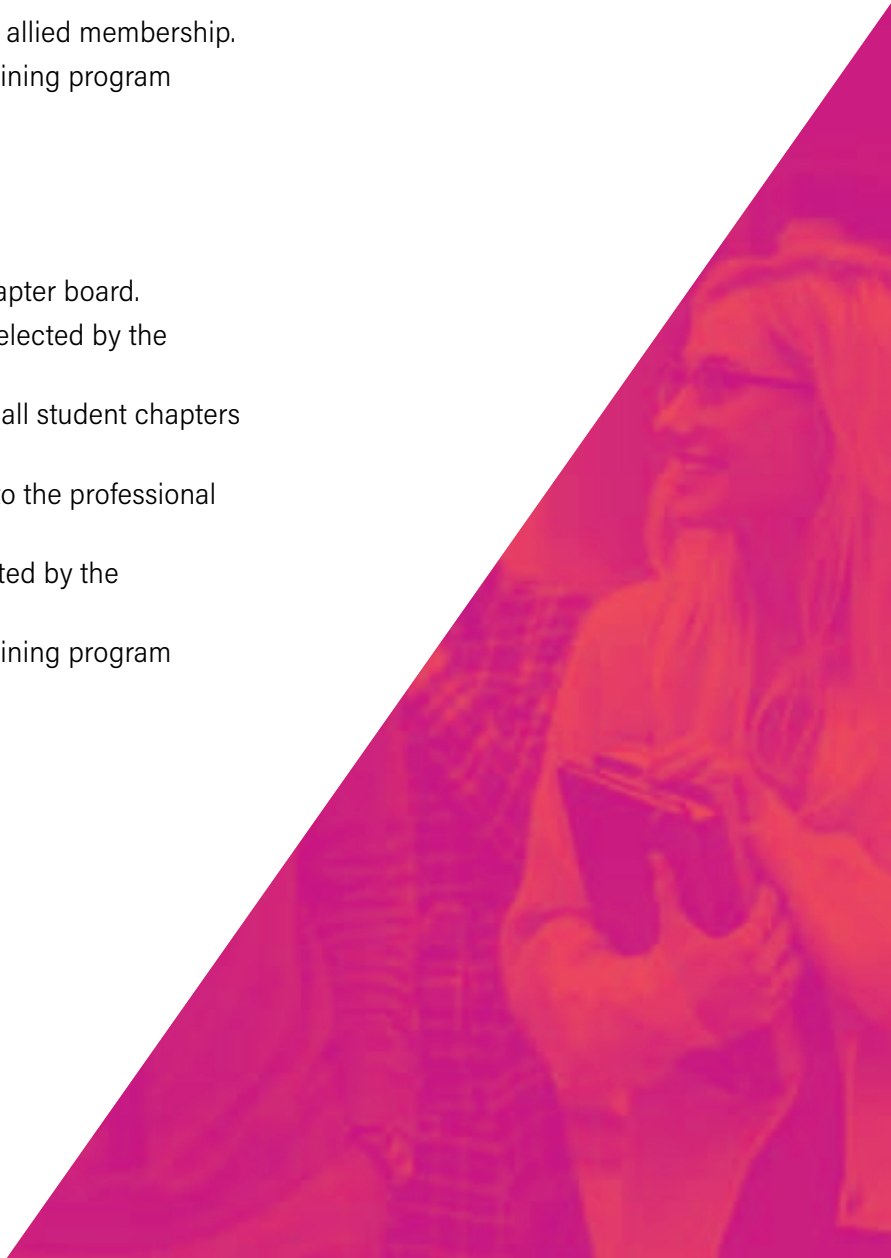
# PROFESSIONAL CHAPTER

## PROFESSIONAL DEVELOPMENT DIRECTOR

- Voting member of the professional chapter board.
- Elected by professional chapter members.
- Oversees Student Affairs Committee and all student-related programs.
- Promotes advancement of students to allied membership.
- Participates in the ASID leadership training program modules for student affairs.

## STUDENT REPRESENTATIVE TO THE BOARD (SRB)

- Voting member of the professional chapter board.
- Nominated by student chapters and selected by the professional chapter board.
- Keeps in regular communication with all student chapters in the region.
- Reports on student chapter activities to the professional chapter board.
- Attends all student-related events hosted by the professional chapter.
- Participates in the ASID leadership training program modules for SRBs.



## SECTION 2

The Players:  
Who's Who at ASID?

### ASID NATIONAL

#### MEMBER ENGAGEMENT DEPARTMENT (HEADQUARTERS STAFF)

- Promotes student-to-allied advancement and develops programs for emerging professionals.
- Provides support for chapter leaders, including professional development directors.
- Organizes and runs the ASID leadership training program.
- Oversees national student programs.
- Oversees the ASID website, student chapter membership rosters and information, ASID student awards, the ASID National Student Portfolio Competition, student member benefits and resources, and general member research.
- Oversees student chapter membership formation and provides support to student chapters.

### STUDENT HELP CHART

Who can you turn to when you have questions?



#### CAMPUS student chapter

- Board
- Student Member
- Faculty Advisor



#### LOCAL professional chapter

- Professional Student Chapter Liason
- Student Affairs Committee Chair (SACC)
- Student Representative to the Board (SRB)



#### NATIONAL headquarters and council

- ASID Headquarters, Education and Community Engagement Team
- Student Advisory Council (SAC)

- ➔ Find more information on the leadership roles included in this infographic under Student Chapter Resources at [asid.org/belong/student/chapter-leader-resources](https://www.asid.org/belong/student/chapter-leader-resources).
- ➔ Email [students@asid.org](mailto:students@asid.org) with any additional questions.



# SECTION 3

## The Nuts and Bolts: What Do We Do Now?

### IMPORTANT THINGS TO KEEP IN MIND

➔ **While an ASID Student Chapter is a student organization affiliated with a college or university, it is also an official ASID entity that reflects on the Society as a whole.**

- ASID student chapter boards must operate in the same manner as ASID professional chapter boards and follow ASID policies at all times.
- ASID student chapters are chapters of professional associations, not social clubs.
- The Society's vision is to advance the profession and communicate the impact of interior design to enhance the human experience. The mission of a student chapter is the same as that of the Society as a whole: "To inspire and enrich its members by promoting the value of interior design, while providing indispensable knowledge and experiences that build relationships."

➔ **Each student chapter is as unique as its student members and their college or university.**

- In order to be successful, each student chapter must tailor its programs to fit the particular needs and interests of its members.
- Students vary in what they want to learn, when they are available, how they like to meet, etc.

➔ **STUDENT CHAPTER BOARD MEMBERS EACH HAVE A PARTICULAR ROLE. THE PRESIDENT'S JOB IS TO GUIDE AND MOTIVATE THE BOARD, NOT TO TAKE EVERYTHING ON HIMSELF OR HERSELF.**

- The best boards are comprised of people with varied and complementary skills. The best leaders delegate tasks, share credit, and retain authority at all times.

## SECTION 3

The Nuts and Bolts:  
What Do We Do Now?

# KNOW YOUR AUDIENCE AND MAKE A ROAD MAP

There's no "one size fits all" approach to running a student chapter, because every chapter is unique. You must tailor your chapter to fit the needs of the students at your school. Don't assume that everyone is interested in the same things you are.

Here are some tips to help you create your roadmap for the year:

- Conduct a member survey. This can be as simple or as involved as you like, from a few questions sent via email to lengthy in person interviews.
- Refer to feedback from previous events and talk to past student chapter leaders.
- Once you've assembled a wish list of your members' requests, rank your chapter's top goals. After all, there are never enough resources (time, money, volunteers, etc.) to do everything.
- Brainstorm ways to accomplish those goals, starting with the big steps and breaking them down. Then set a schedule for completing the necessary tasks.
- Don't forget to assess your progress regularly throughout the year. Do you need to adjust your tactics or revisit the goals themselves? If you've veered off course, figure out where you went wrong and get back on track. Remember, goals are useless if you lose sight of them and/or if they are no longer practical.



## SECTION 3

The Nuts and Bolts:  
What Do We Do Now?

# STUDENT CALENDAR

One of the first steps you should take is to plan the year's activities. Take out a calendar and put in the major academic deadlines — when school is in session, when final exams take place, etc. Then fill in the ASID events that all student chapters have in common:

## JUNE

- [ASID Virtual Internship](#)

## JULY

- [ASID Virtual Internship](#)

## AUGUST

- [ASID Virtual Internship](#)

## SEPTEMBER

- Student chapter president requests [ASID kick-off kits](#)
- Student Recruitment Challenge
- ASID student chapter hosts a membership/new member recruitment drive

## OCTOBER

- David Barret Memorial Scholarship Submissions

## NOVEMBER

- ASID student president distributes advance to Allied membership applications to graduating members
- [ASID Student Portfolio Competition](#)
- [ASID Student Chapter Awards](#)

## DECEMBER

- ASID student chapter hosts a holiday social, community service event, or graduation event
- ASID Student Portfolio Competition
- ASID Student Chapter Awards

## JANUARY

- ASID student chapter hosts a membership/new member recruitment drive
- ASID Student Portfolio Competition
- ASID Student Chapter Awards

## FEBRUARY

- ASID student chapter board elections launch
- ASID SRB nominations launch
- SCALEX in various locations around the nation throughout the Spring
- [ASID Foundation Scholarships open](#)

## MARCH

- ASID student chapter board elections close
- ASID SRB nominations close
- Current ASID student president sends all incoming ASID student leader names to ASID headquarters
- [SCALE – The ASID National Student Summit](#)
- SCALEX in various locations around the nation throughout the Spring
- ASID Foundation Scholarships Open

## APRIL

- New and old officer meeting exchange for succession planning
- ASID student president to distribute advance to Allied membership applications to graduating members
- SCALEX in various locations around the nation throughout the Spring
- ASID Foundation Scholarships Open



## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

Now decide when and how many events to hold each month. Keep the needs of your chapter's students in mind. For example:

- Part-time and evening students who have full-time jobs may prefer monthly events on alternating weeknights.
- Residential students may find it convenient to meet at lunchtime with activities on weekends.
- Consider varying the locations and times of meetings to maximize attendance. If members have varying class schedules and live in different areas, they will appreciate the scheduling flexibility.

Ask your faculty advisor and SRB to look over the calendar for potential conflicts with school and/or ASID professional chapter events.

Post the calendar prominently, both electronically (on the chapter website, Google Calendar, blog, etc.) and in print, where appropriate — see Media, Communications, and Publicity on page 19. Send out and post reminders of upcoming events.

## NEED HELP RECRUITING NEW MEMBERS?

While you should always be on the lookout for new members, the beginning of the school year is the best time to conduct a full-out membership drive. Get face time with students where they tend to gather. Host booths in student unions and cafeterias, make announcements in class, speak at open houses, and visit dormitories. In addition, make sure all board members are familiar with the benefits of student membership and have the student chapter website URL memorized.

Be sure to request a kick-off kit in August and January. The kits include brochures, applications, posters, postcards, and more, all designed to help you recruit and retain student members. Take the time to speak with your design instructors on the value of joining ASID, and ask them to encourage their students to attend chapter events.

In addition, you can contact your professional chapter's SACC or SRB for help. Perhaps he or she can arrange a visit by professional chapter board members and local professional designers to help spur student interest.

It's also a good idea to open up events to nonmembers. Consider charging nonmembers an event fee while members get in at a discount or for free. Once students experience the value of a chapter event, they'll want to join. Make sure you bring applications to each event and/or direct them to join online at [asid.com/belong](https://asid.com/belong).



## SECTION 3

The Nuts and Bolts:  
What Do We Do Now?

# HOW TO MOTIVATE STUDENT CHAPTER MEMBERS

Below are a few best practices from ASID student chapters. These tips may help motivate student chapter members and increase participation levels.

## CONSISTENCY

Keep the date, time, location, and structure of student chapter meetings consistent so there won't be any confusion about what's going on.

## RELATE STUDENT CHAPTER MEETINGS AND EVENTS TO SCHOOL PROJECTS

Schedule your student chapter calendar around topics that relate to school projects. Reach out to educators during the fall semester to determine topics and invite guest speakers with expertise in those areas to your campus. Set up a speaker series chair position on your student chapter board that is responsible for working with your ASID professional chapter to help locate speakers.

## COMMUNICATION

Connect with student chapter members using a variety of methods, including the Interior Design department's hall bulletin board, Facebook, email, the chapter website, and other social media accounts. Review the [ASID Student Chapter Branding Guide](#).

## FIELD TRIPS

Plan field trips to showrooms, design project sites, and professional chapter or industry events to provide off-campus experiences and opportunities to network. Plan a consistent monthly event such as "First Fridays," where your student chapter organizes an afternoon tour of a local design-related space (historic landmark, museum, restaurant, hotel, etc.) and then heads out for food and drinks afterwards.

## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

## STUDENT CHAPTER ELECTIONS

ASID requires all student chapters to hold annual elections for president, president-elect, secretary and treasurer. Other officers may be appointed or elected as the student chapter sees fit. The newly elected officers' names and contact information should be reported to your SRB and SACC, as well as to ASID headquarters at [students@asid.org](mailto:students@asid.org). It is very important that you report the names of your new board members to national so that they receive the right communications throughout the year. This also ensures that your chapter status remains up to date.

**Elections should be held in March, with results reported to your professional chapter board and ASID headquarters no later than April 15. Please send in new officer information as soon as it is made available! This allows for an organized transition from the outgoing to the incoming boards, assuming the new term will begin in September. However, depending on the school's academic calendar, the elections may take place at other times of the year, as long as they occur every 12 months.**

Officer candidates must be current ASID student chapter members in good standing who will be enrolled during the upcoming term.

For more information on how to run a student chapter election, please review the [ASID Student Chapter Election Guide](#).

It's important to have clearly written job descriptions for each position. This makes it easier when talking to potential candidates and also gives everyone a clear reference point once they've taken office. Check out the [Student Chapter Leaders](#) page for more information on each position.

Succession planning should be ongoing. For the chapter to function properly, there must be continuity from one board to the next. Board members should identify, cultivate and recruit potential successors as early as possible, striving for a mix of class levels. Many successful student chapters have collapsed because there was no one waiting in the wings to continue the momentum.

The actual election can be held by ballot or by raising hands. In either case the faculty advisor needs to serve as a witness to make sure everything is conducted fairly.

Rather than hold a special meeting just for the elections, it's better to hold it at the beginning of a regular event to get more attendees. Be sure to publicize it, along with background information on all of the nominees, so that members can familiarize themselves ahead of time.

## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

## STUDENT CHAPTER PRESIDENT REPORTS

Student chapter presidents and/or their media/communications chairs should reach out to their SRB via email at least once a month to report on the chapter's activities, news, issues, etc.

This communication is designed to do the following:

- Provide ASID with your student chapter leadership slate (names and contact information for each chapter board member).
- Inform ASID of your activities, issues, progress, etc.
- Publicize your triumphs. Don't be shy about trumpeting your accomplishments. Send in articles, photos, etc.
- Get help for student chapter management issues and alert others about potential problems.
- Provide feedback to ASID. (For example, let them know if students need a customer information/website login or want to update their personal information.)

These e-mails do not have to be lengthy. Simple bullet points are fine. **The important part is to communicate regularly.**

The student chapter secretary or communications chair should add the SRB and other leaders from the professional chapter board that handle student relations to the mailing list so they are kept in the loop about student chapter events and announcements.

## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

## PROGRAMMING

Determine the content and types of events based on your members' needs and interests, and keep the content varied and fresh. Here are a few tips:

- Alternate on and off-campus events.
- Vary the format and content of the meetings. Mix up hands-on workshops with informative lectures. Visit tradespeople, museums, galleries, and up-and-coming developing areas. Tour a variety of spaces, from residences and restaurants to offices and studios. Undertake both large and small group projects.
- Invite an interesting assortment of guest speakers with different specialties, at different stages in their careers, and with different backgrounds.

For each event, explain exactly what's in it for the students. What will they gain by attending the event that they wouldn't be exposed to otherwise? Then articulate these benefits in all subsequent promotional pieces for the event.

While every meeting should begin with ASID business, make sure they all have a "hook," something that draws people to attend and stay through the business portion.

Take advantage of all constituencies when planning events. For example:

- Ask upperclassmen to share their experiences and present their studio projects.
- Get faculty and administration involved when undertaking community service or school improvement projects (refurbishing the school library, designing a nursery for a women's shelter, etc.).
- Enlist professional members to conduct portfolio reviews and judge design competitions.
- Invite new graduates and alumni to share job-hunting tips and talk about their career choices.
- Seek out Industry Partners to talk about their products and services and teach students how to work with them.
- Don't forget about professionals in related industries — contractors, real estate agents, etc. Designers also work with them and many have great insights to share with students.
- Attend professional chapter and other industry events to network and collect business cards for future programs. Career Day is an annual regional event organized by the professional chapter for all of the students in its geographic area. It often features roundtable discussions on various design specialties, keynote speakers, door prizes, showroom tours, panel discussions, etc.



## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

## PLANNING AND RUNNING AN EVENT

Planning and running a successful event isn't as hard as you think, especially if you keep these tips in mind:

- **The first step is to set specific goals for the event.**  
Is it to build awareness of the student chapter? Sign up X number of new members? Raise Y dollars? Engage with the current membership?
- **Adequate staffing is vital to an event's success or failure.**  
How many people will it actually take to plan and run this event?
- **Develop a detailed but realistic schedule for each event.**  
Make sure you've given yourself enough time for each step of the process, and that you haven't omitted any steps (booking a venue, securing the speakers, arranging the transportation, publicizing the event, confirming the plans, collecting the funds, documenting the attendance, etc.).
- **Publicity and promotion are absolutely crucial.**  
After all, what good is it to plan an event if no one knows about it? Get the word out in a variety of media, over a couple of weeks. After all, advertising research has proven that it takes several exposures to a message, in a variety of formats, before it sinks in.
- **Take advantage of online registration tools and payment apps.**  
In addition to making it easy to track attendance and collect money, they also provide a record that you can refer to after the event. This leads to one of our most important tips:

## DOCUMENT EVERYTHING

Everyone involved in planning and running an event must keep detailed records of what they did so that others don't have to waste time reinventing the wheel in the future. This means documenting the following:

- **How you planned the event:**  
Save schedules, sign-up sheets, emails between committee members, contact information for guest speakers, print and electronic copies of posters, etc.
- **Who attended the event:**  
Save sign-in sheets, print and electronic copies of Evite responses, printouts of PayPal receipts, etc.
- **What business transpired at the event:**  
The secretary should take minutes during each meeting and distribute them to all board members.
- **How the event went:**  
Describe what went well, what lessons you learned, and what you would do differently next time. These descriptions should be written by the student chapter president soon after each event takes place in order to form an excellent journal for future presidents.

A final important but often overlooked step is to thank those who made the event possible. Write a thank you note to the guest speaker, acknowledge the committee members in an email blast to student members, or send a \$5 Starbucks gift card to the Industry Partner that hosted your event. There are many ways to show your appreciation.

## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

## MEDIA, COMMUNICATIONS, AND PUBLICITY

The first thing you should do is sign up for a chapter email account from Outlook or Gmail. If you have a large student population (not just current members), make sure the account allows you to send lots of emails because you will be targeting not only current members but also potential ones.

Next, create a Web presence for your chapter. This usually means having a Facebook page or a design blog, or both.

Appoint someone to maintain your social media presence and update the content at least once a month. If these sites are easy to edit, then the person who's writing your newsletter can be the same one who writes and uploads the content to your online platforms.

Here are some more tips:

- Publicize your online/social media presence in every single email, newsletter, poster, flyer, article, etc. Ask related organizations such as the professional chapter, the alumni network, and other student design associations to help promote as well.
- Send out regular (bi-weekly or monthly) newsletters via email. They should be easy to read and eye-catching, with short summaries that include links to more detailed information when appropriate.
- Don't underestimate the impact of an eye-catching poster!

No matter what outlet you use, make sure to emphasize why students should attend the event and what they will get out of it. In addition, the graphic presentation must be consistent and polished. People make instant judgments about an event's value after only a quick glance.

Each year, ASID will provide an updated brand guidelines document. It is required that chapters use the brand guidelines for all communications. The guidelines will address size, orientation, color, etc. Always pay attention to how the ASID logo/brand mark is used. Access it here:

<https://www.asid.org/lib24watch/files/pdf/14514>

You should also make announcements in class — with the permission of the instructor, of course. And last, but certainly not least, brag about your chapter to everyone: the professional chapter, your SRB, the headquarters support team, and the design community at large.

## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

## BUDGET AND FINANCES

### HERE ARE A FEW IMPORTANT THINGS TO REMEMBER:

- Follow your school's rules for student organizations regarding having a bank account. There may be an on-campus bank that all campus groups must use. Checks may require a faculty advisor's authorization.
- The student chapter's funds must be kept separate from the funds of all other student organizations. Share signing authority (and online access, if available) among two or three officers — usually the treasurer, president, and faculty advisor.
- Maintain accurate accounts at all times. Make deposits promptly after funds are received. Pay expenses as soon as they are due.

### CREATE A BUDGET

- List assets. This is what you have to work with.
- Subtract any bank account minimum balance requirements.
- Subtract the cost of any estimated expenses such as printing costs (hand outs, posters) or postage for thank you notes, etc.

### FUNDRAISING AND FEES

- Position certain events as special fundraisers and charge more for those — for example, a full day of skill-building, a job-hunting workshop, or a special tour.
- Offer a pre-payment discount to encourage people to sign up early. People are more likely to show up for an event if they've already paid.
- Traditional fundraisers (bake sales, wreath sales, etc.) may also work, depending on your school.
- No matter what fee structure you use, make it clear exactly what people will get for their money — show the "value proposition."
- Follow campus rules about collecting cash.
- Take advantage of PayPal, Venmo, Cash App, and other electronic payment apps.
- Apply for funds from your school's Student Activities Office, if offered.
- Take advantage of freebies from ASID Industry Partner members.

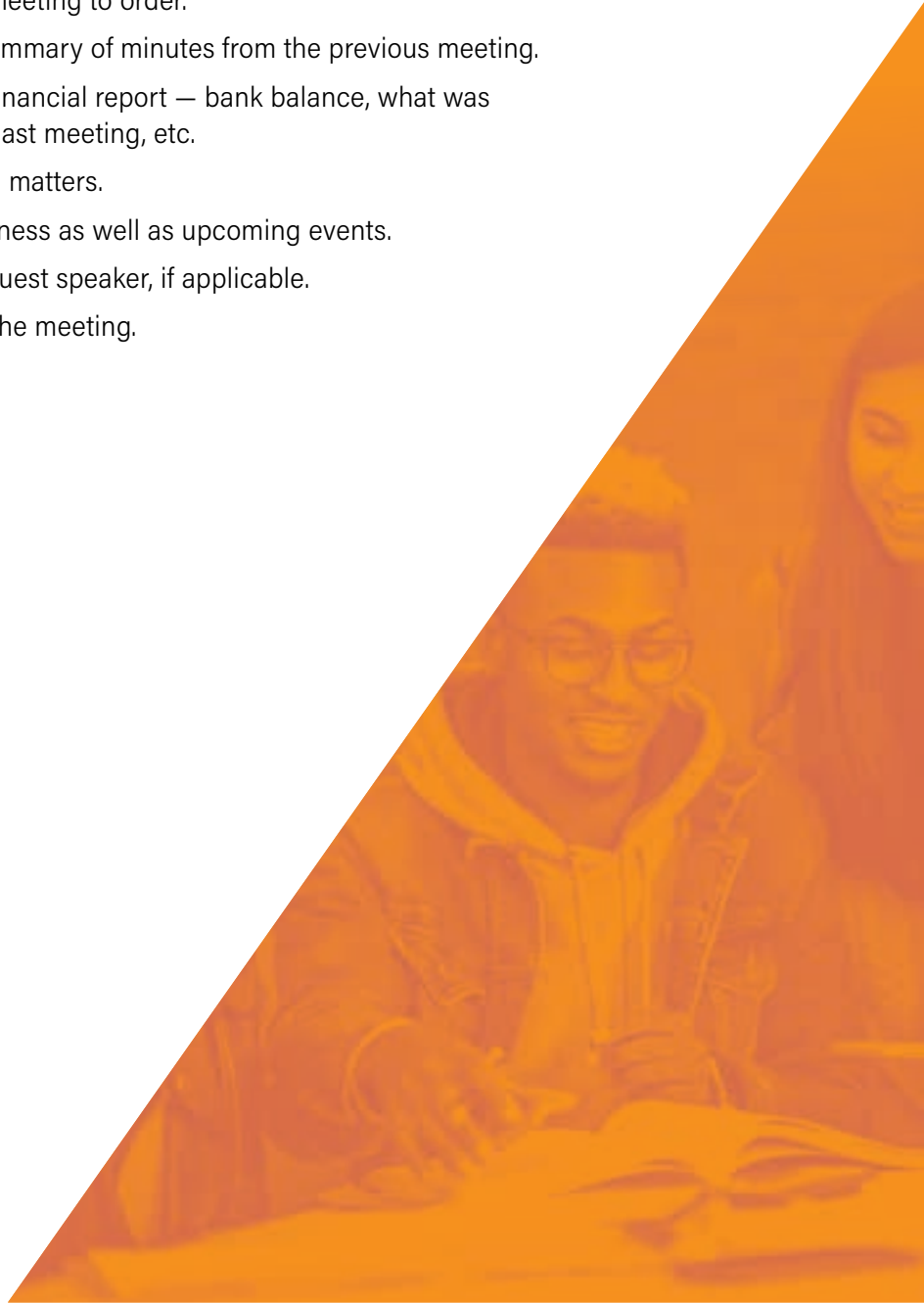
## SECTION 3

The Nuts and Bolts:  
What Do We Do Now?

### HOW TO RUN A MEETING

Running a meeting is easy if you follow this basic format. While we always encourage a professional format to these meetings, please feel free to introduce an element of fun, like an ice breaker/getting to know you activity to create deeper bonds and a sense of community.

- The president calls the meeting to order.
- The secretary reads a summary of minutes from the previous meeting.
- The treasurer gives the financial report — bank balance, what was earned and spent since last meeting, etc.
- Review any old business matters.
- Announce any new business as well as upcoming events.
- Introduce the program guest speaker, if applicable.
- The president adjourns the meeting.





## SECTION 3

### The Nuts and Bolts: What Do We Do Now?

## TRANSITIONING TO A NEW BOARD

This process doesn't have to be difficult, especially if you follow these simple steps:

- After elections are held, each board member should get together individually with his or her successor to hand over any relevant info (binders, CDs, email account information, etc.), review the job responsibilities, etc.
- For the next few months, until the new board takes over, each officer should copy his or her successor on all emails, so that the new person gets a feel for the day-to-day nature of the job.
- In late summer, the entire new board — along with the outgoing president, faculty advisor, and professional liaison, if there is one — should get together to create the road map for the next year.
- In August and again in January, ASID headquarters mails out kick-off kits to each student chapter. To request your kick-off kit, submit the online form: [asid.org/chapter-kickoff-kit](https://www.asid.org/chapter-kickoff-kit). Each chapter is guaranteed one kit per semester. You will need to request one each time. Remember to provide the best mailing address to ensure a safe delivery.
- The outgoing president should contact the new professional board members, especially the president and professional development director, to introduce the new board. Ask when and where the first mixer of the year will be held and make plans to attend.
- Remember that there are many people at all levels of ASID to help you make the new year a success. Take advantage of the resources and don't be shy about contacting them.

# SECTION 4

## The Nitty Gritty

**Don't re-create the wheel. Check out these resources, tools and guides to maintain a strong ASID student chapter:**

- ASID Membership Application: [asid.org/belong/apply/students](https://www.asid.org/belong/apply/students)
- Advance to Allied Application: [asid.org/belong/advance-to-allied](https://www.asid.org/belong/advance-to-allied)
- Student Member Benefits: [asid.org/belong/student/benefits](https://www.asid.org/belong/student/benefits)
- ASID Student Chapter Awards: [asid.org/resources/awards/student-chapter-awards](https://www.asid.org/resources/awards/student-chapter-awards)
- ASID National Student Portfolio Competition:  
[asid.org/resources/awards/student-portfolio-competition](https://www.asid.org/resources/awards/student-portfolio-competition)

➔ Visit the Student Chapter Resources section of the ASID website to access all of the above: [asid.org/belong/student/chapter-leader-resources](https://www.asid.org/belong/student/chapter-leader-resources)

➔ If you have any questions, please email [students@asid.org](mailto:students@asid.org)